

The West Lafayette Strategic Plan Survey

Report to the City of West Lafayette

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Prepared by STATCOM

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The West Lafayette Strategic Plan Survey

Statistics in the Community (STATCOM) is a community outreach organization of graduate students within the Department of Statistics at Purdue University. It provides free statistical consulting services to governmental and nonprofit groups in and around West Lafayette, Indiana. In December 2004, STATCOM was asked by the West Lafayette City Government to help implement a survey to assess West Lafayette residents' opinions on various city-related issues. The opinions expressed will be crucial in influencing the objectives of the new strategic plan, a document that will serve as a guideline for the city's policy for the next ten years.

Survey Design and Implementation

The target population for the survey consisted of adults currently living in West Lafayette. A random sample of 1500 individuals was selected to receive the survey. Random sampling ensures that each adult in West Lafayette has the same chance of being surveyed.

The main objective of the survey development process was to design a survey that would include neutral questions and provide the greatest amount of useful information. The city government submitted questions to be included in the survey. Some of these questions were used in the previous West Lafayette Strategic Plan Survey. STATCOM then compiled and edited the questions to accomplish the goal of creating an unbiased, informative survey. The final wording of the survey was decided by STATCOM. The survey was reviewed and approved by the city government around January 18, 2005. The survey can be found in Appendix 1.

Whenever possible, open-ended questions were avoided. This was done in order to minimize subjectivity in the analysis. Furthermore, responses made on a five-point scale are more informative than "yes or no" answers. Therefore, with the exception of demographic questions (1-9), such scales were implemented in this survey.

M.A.I.L., Inc. of Lafayette, Indiana, was asked to select a random sample of West Lafayette residents based on city mail routes. The surveys were then printed by Quality Copier and Fax and sent on February 1, 2005, to the 1500 selected residents. With the intention of increasing the response rate, postcards were sent out to this random sample on February 8, 2005, reminding them to fill out their survey. Completed surveys were received through March 4, 2005. In order to ensure accuracy, data were entered in duplicate by the city government upon receipt of completed surveys.

Characteristics of the Respondents

Out of 1500 surveys, 722 were returned, which is a 48% response rate. Each demographic characteristic considered in Questions 1-6 is represented in this sample. A breakdown of the survey respondents by age (Question 1 on the survey) and gender (Question 2) is given in Table 1; a breakdown by how long a respondent has lived in West Lafayette (Question 3) and if they anticipate living in West Lafayette 5 years from now (Question 4) is given in Table 2; and finally a breakdown by type of residence (Question 5) and income (Question 6) is given in Table 3.

Table 1: Survey respondents by age and gender

Age	Percent	Gender	Percent
18 - 30	7	Male	55
31 - 45	25	Female	45
46 - 64	42		
65 and older	26		

Table 2: Survey respondents by how long they lived in West Lafayette and if they anticipate living in West Lafayette 5 years from now

How Long	Percent	Future Plans	Percent
< 1 year	3	Yes	89
1-5 years	21	No	11
6-10 years	16		
11-20 years	20		
> 21	40		

Table 3: Survey respondents by type of residence and income

Residence Type	Percent	Income	Percent
Apartment	3	<\$10,000	2
Townhouse	1	\$10,000-\$24,999	8
Rental House	3	\$25,000-\$49,999	14
Homeowner	91	\$50,000-\$99,999	42
Condo	1	\$100,000 or greater	33
Retirement Home	1		

Results

Forty-six of the fifty-two questions in the survey asked residents about their opinions concerning a wide variety of local issues. These questions were broken down into 8 general categories: parks and recreation, city growth, traffic, the police and fire departments, sanitation services, codes and ordinances, city hall, and overall satisfaction with West Lafayette. Results for each category are presented together, with a brief overview of the questions asked, followed by an analysis of the results.

Parks and Recreation

Residents were asked questions regarding their attitudes towards the development and current status of parks and recreational facilities. They were asked to indicate their feelings regarding the following statements:

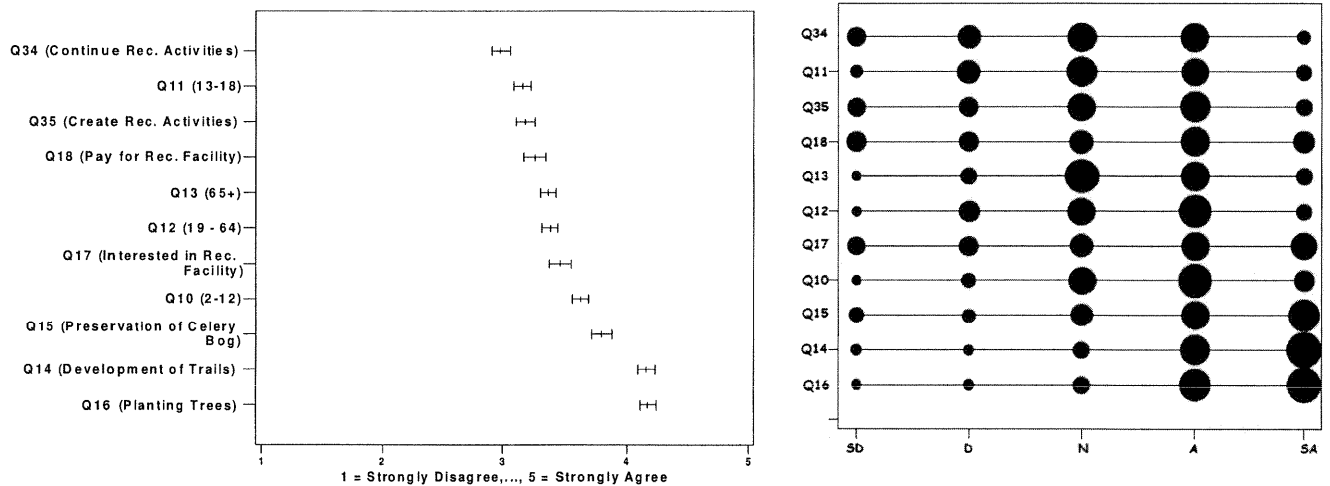
- Question 10: West Lafayette has adequate recreational programs and facilities for children.
- Question 11: West Lafayette has adequate recreational programs and facilities for young adults.
- Question 12: West Lafayette has adequate recreational programs and facilities for adults.
- Question 13: West Lafayette has adequate recreational programs and facilities for seniors.
- Question 14: West Lafayette should continue the development of the trails network.
- Question 15: West Lafayette should continue the development of wetlands and Celery Bog.
- Question 16: West Lafayette should continue planting trees along streets.
- Question 17: I would be interested in an indoor community recreation and aquatics center.
- Question 18: I would be willing to pay for an indoor community recreation and aquatics center
- Question 34: I am willing to pay increased fees to continue current recreational activities.
- Question 35: I am willing to pay increased fees to create new recreation activities.

The results of these questions are summarized in Table 4 and Figure 1, with the responses being recorded on a scale of 1 for strongly disagree to 5 for strongly agree.

Table 4: Summary of responses to Q10 to Q18, Q34, and Q35

Question	Percent for response					average response	standard deviation
	1	2	3	4	5		
Q10	3.5	7.8	27.5	44.6	16.5	3.6	0.96
Q11	6.1	20.4	34.9	29.1	9.5	3.1	1.04
Q12	3.7	16.4	28.2	42.0	9.7	3.3	0.98
Q13	3.3	10.0	43.2	32.9	10.6	3.3	0.91
Q14	4.5	3.8	10.0	33.7	47.9	4.1	1.05
Q15	8.2	6.7	17.3	29.3	38.5	3.8	1.24
Q16	3.2	4.1	10.4	37.4	44.9	4.1	0.98
Q17	12.0	13.7	18.8	29.3	26.2	3.4	1.32
Q18	15.1	13.9	20.3	32.7	17.9	3.2	1.31
Q34	13.5	19.4	30.1	30.1	6.9	2.9	1.14
Q35	12.8	13.8	27.7	35.3	10.5	3.1	1.18

Figure 1: Error Bar and Bubble Plot



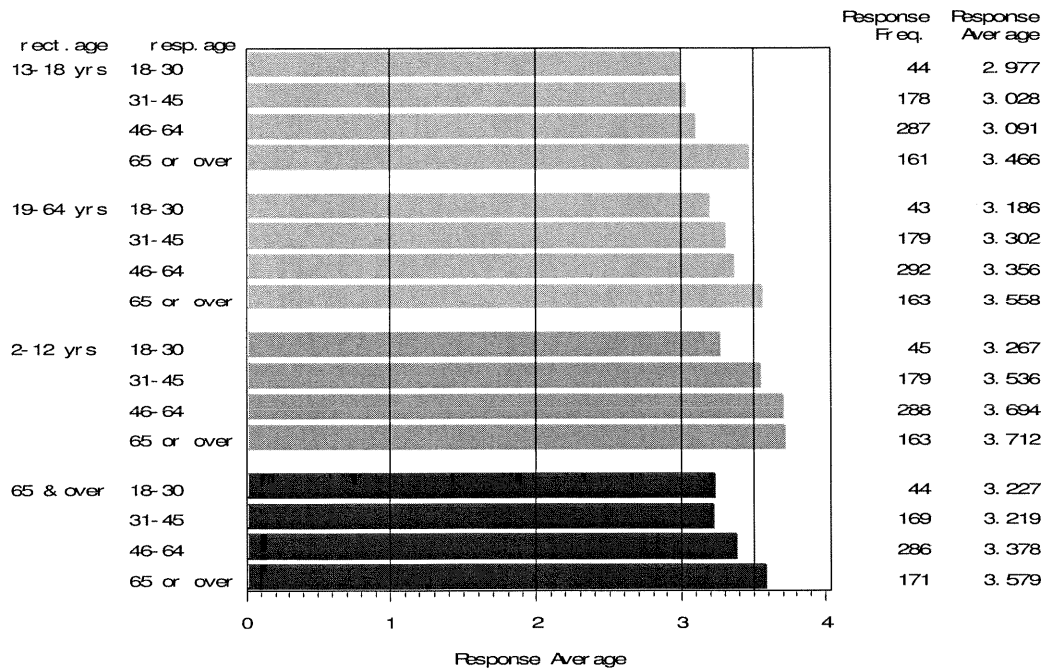
The error bar plot displays the average response of each question and a 95% *Confidence Interval*. A 95% *Confidence Interval* provides a range of possible values for the average response; that is, if we were to conduct this survey repeatedly and calculate a confidence interval each time, then we would expect 95% of these confidence intervals to contain the true average response of the people of West Lafayette. The bubble plot provides a visual representation of the frequency of responses; the bigger the bubble, the higher the number of people who chose that particular response to a question.

The results of Question 14 indicate that almost half of the respondents strongly support the development of the trail network. Also, around 80% either agreed or strongly agreed that West Lafayette should continue to plant trees along the streets, while approximately 10% were neutral towards this issue. It appears that slightly more responses were neutral towards the preservation of wetlands and the Celery Bog than they were towards the development of trails and planting trees along the streets. Nevertheless, the results indicate that the respondents would like to see West Lafayette continue with the programs mentioned in Questions 14 -16.

About half of the respondents are interested in an indoor community recreation and aquatics center, and are willing to pay for it. On the other hand, about a fourth are not interested, and are not willing to pay for one. Furthermore, the respondents are divided over the issue of continuing current recreational activities. Finally, it appears that the majority of the sample is willing to pay for the new activities.

After observing the bubble plot for Questions 10 to 13, and realizing that these questions are highly associated with the age of the respondent, we decided to scrutinize the responses to these two questions in greater detail. Accordingly, Figure 2 breaks down the average response of Questions 10 to 13 according to the age of the respondents. From this figure, we can see that seniors are generally satisfied with the programs and facilities for their age group, that younger respondents tend to have a more negative opinion about the adequacy of programs for their age group, and that there appears to be a positive consensus regarding the fact that there are adequate programs for children, despite the age of the respondents.

Figure 2: Association between Respondents' Age (resp. age) and Interest in Recreational Programs and Facilities for Specific Age Groups (rect. age)



Similarly, Figure 3 breaks down the average response of Questions 14 to 16 by the length of time the respondent has lived in West Lafayette. Thus, we can see that respondents generally support the planting of trees along streets and the development of trails regardless of residence. Also, our sample tends to support the preservation of wetlands, but the degree of consensus is not as high as it was for the planting of trees or the development of trails.

Figure 3: Association between Residence Length (yrs in city) and Interest in Environmental Responses (Parks)

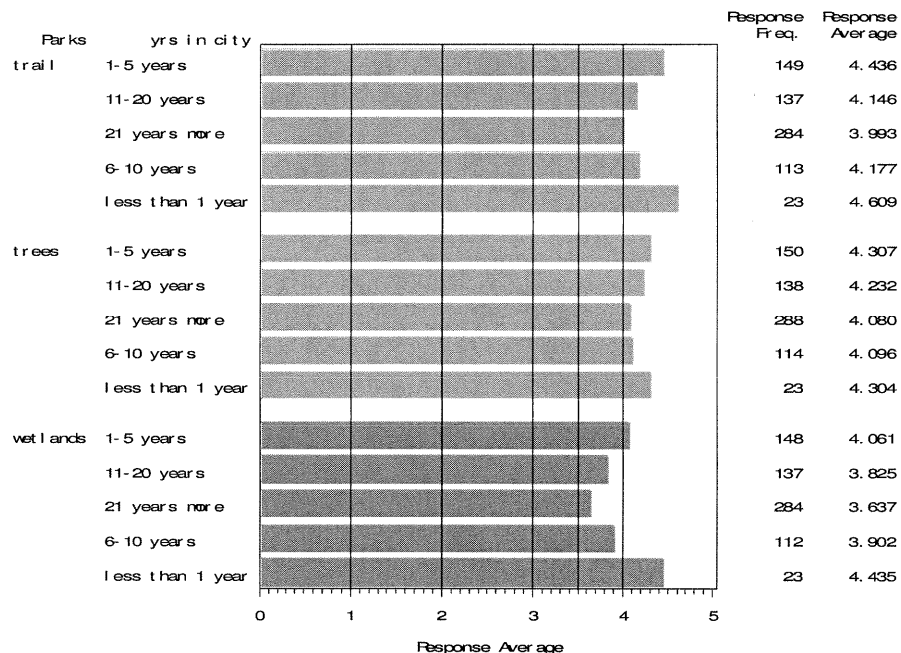
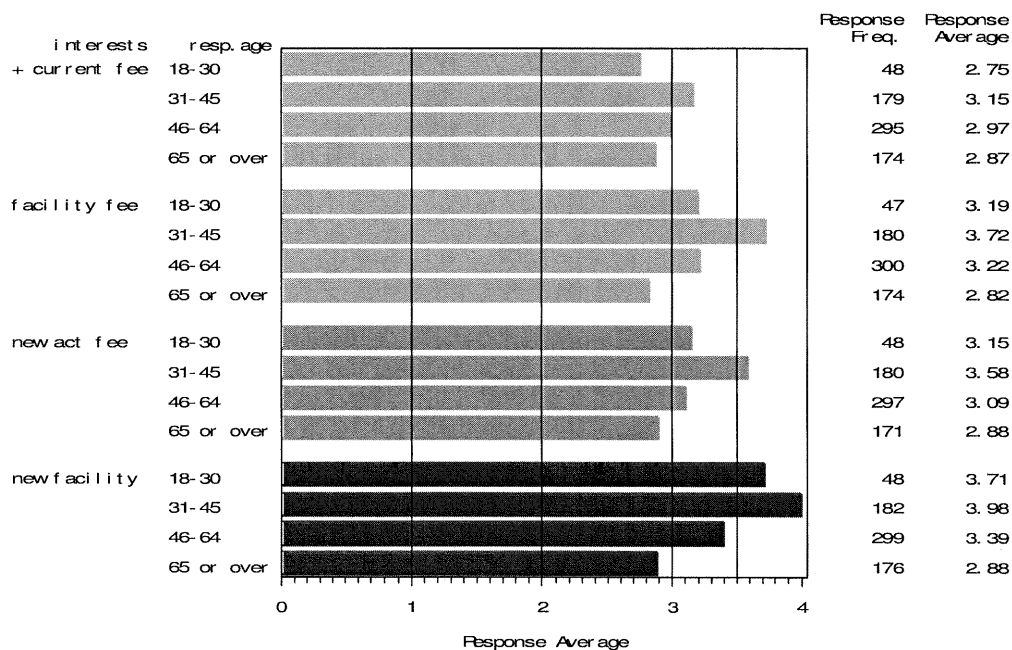


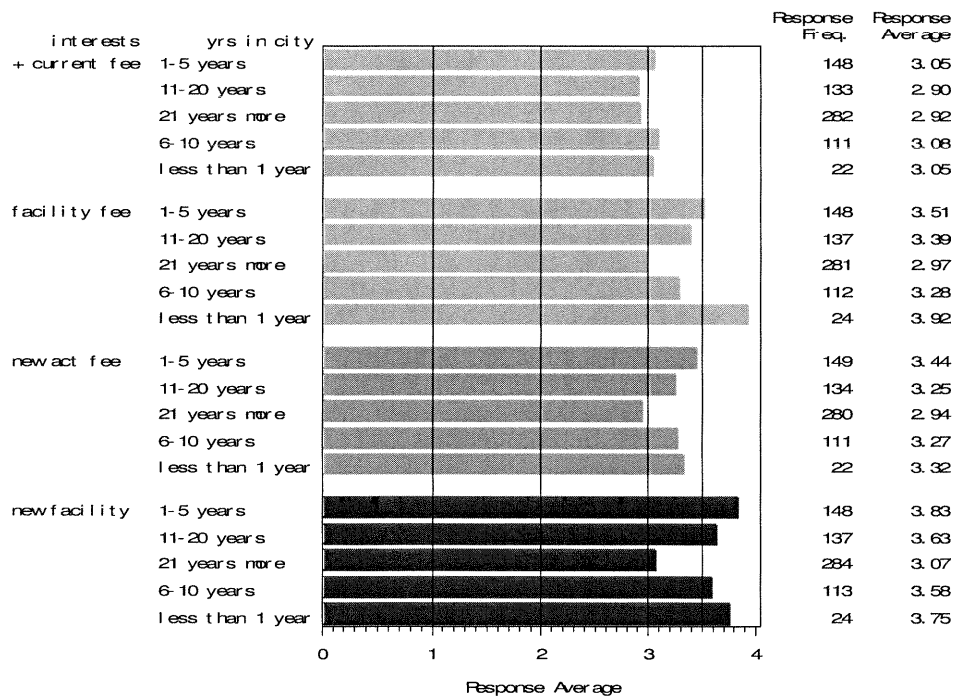
Figure 4 displays the average response of Questions 17, 18, 34, and 35 by the age of the respondents. Here, we see that respondents aged 18-30 and 65+ are less willing to pay for current activities than people aged 31-45; and that people age 31-45 are the most willing to pay for new activities and the building of a new indoor facility.

Figure 4: Association between Respondents' Age (resp. age) and Willingness to Pay Additional Fees for Facilities and Activities (interests)



Finally, Figure 5 shows the average response of Questions 17, 18, 34, and 35 according to how long the respondent has been living in West Lafayette. From this figure, we can infer that while newer residents want a new indoor facility, they are unwilling to pay additional fees for it. Residents who have been living in the city longer are more indifferent towards the construction of such a facility but are more willing to pay for one. Also, respondents who have lived here for 1 to 5 years are willing to pay new activity fees, whereas people who have lived in West Lafayette for 21 years or more are hesitant towards paying them.

Figure 5: Association between Residency Length (yrs in city) and Willingness to Pay Additional Fees for Facilities and Activities (interests)



We conclude this section by making some comments:

1. Generally speaking, the respondents are satisfied with current recreational programs and facilities, especially those aged 65 and over. However, there might be room for the development of recreational programs and facilities for young adults.
2. Respondents seem to support park and environmental development, especially the trail network.
3. Opinions for fee-related questions (Questions 17, 18, 34, and 35) were on average neutral, and less of a consensus is obtained here than with other questions. It seems that more people are unwilling to pay for the current activities than for the new activities and a new facility. However, new residents and people aged 45 and younger are interested in an indoor community recreation and aquatics center, and are willing to pay for it.

Codes and Ordinances

Residents were asked questions regarding their attitudes towards the codes and ordinances of West Lafayette. They were asked to indicate their agreement with the following statements:

Question 19: West Lafayette's building codes are well enforced.

Question 20: West Lafayette's building codes improve the overall appearance of the community.

Question 21: West Lafayette's rental ordinance is well enforced.

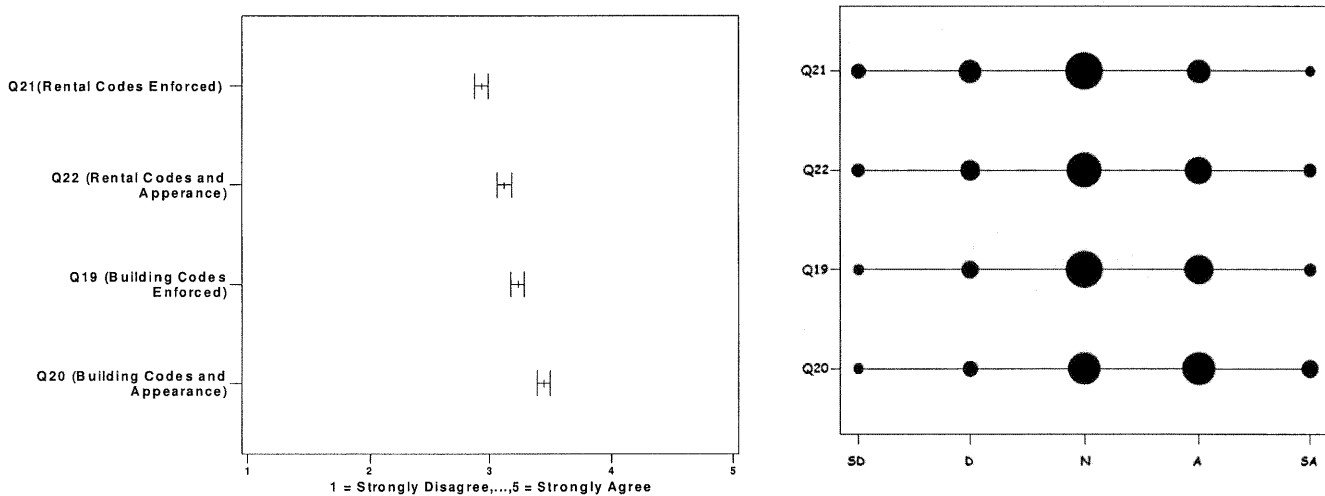
Question 22: West Lafayette's rental ordinance improves the overall appearance of the community.

The results of these questions are summarized in Table 5 and Figure 6, with the responses being recorded on a scale of 1 for strongly disagree to 5 for strongly agree.

Table 5: Summary of responses to codes and ordinances

Questions	Percent for Response					Average Response	Standard Deviation
	1	2	3	4	5		
19	4	11	49	31	5	3.23	.862
20	3	9	38	39	11	3.46	.922
21	8	19	51	19	3	2.92	.909
22	6	15	45	27	7	3.12	.967

Figure 6: Error Bar Plot and Bubble Plot for Codes and Ordinance



From the diagrams above, we see that 36% of residents think that the building codes are well enforced, while 15% do not. Also, 50% of the sample thinks that the building codes improve the overall appearance of the community, while 12% have the opposite opinion. As for West Lafayette's rental

ordinance, 23% think it is well enforced, while 26% think it is not. Finally, 34% of residents think the rental ordinance improves the overall appearance of the community, while 22% think it does not.

We conclude this section by making some comments:

1. About 15% of the respondents think the building codes are not well enforced, while 26% think the rental ordinance is not well enforced
2. Half of the respondents think that the building codes improve the overall appearance of the community, while only 34% think that the rental ordinance improves the overall appearance of the community.

City Growth

Questions 23 through 27 asked residents to express their interest in particular avenues for city growth. Question 49 is also included in this section as it pertains to current housing availability:

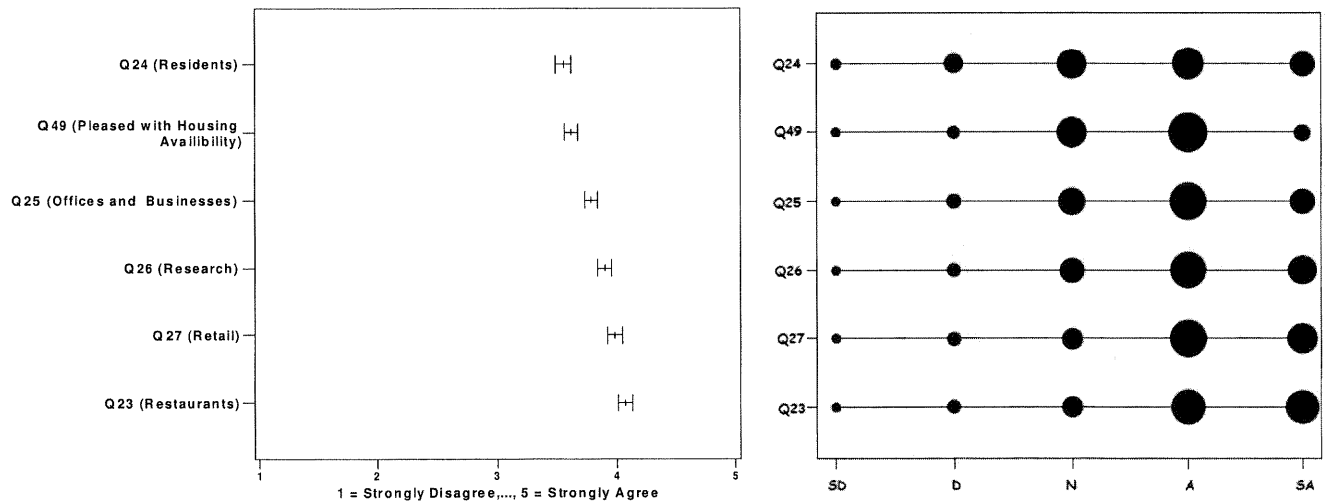
- Question 23: New restaurants
- Question 24: New residents
- Question 25: More office and professional businesses
- Question 26: More research related industry
- Question 27: More retail and commercial businesses
- Question 49: Rate your satisfaction with housing availability.

The results of these questions are summarized in Table 6 and Figure 7.

Table 6: Summary of Responses to Questions Regarding City Growth

	1	2	3	4	5	Mean	Standard Deviation
Question 23	1.70%	5.97%	14.20%	40.77%	37.36%	4.06	0.95
Question 24	3.74%	12.07%	29.02%	35.20%	19.97%	3.56	1.05
Question 25	1.00%	7.00%	24.29%	47.43%	20.29%	3.79	0.88
Question 26	1.71%	5.86%	20.29%	45.29%	26.86%	3.90	0.92
Question 27	1.70%	6.10%	14.61%	47.09%	30.50%	3.99	0.92
Question 49	1.58%	5.18%	31.22%	53.24%	8.78%	3.62	0.78

Figure 7: Error Bar Plot and Bubble Plot.



These results suggest that most residents are moderately interested in all areas of city growth, with a higher interest in restaurants, retail and commercial businesses, and research related industry than offices and professional businesses and new residents. Question 49 indicates that residents are also moderately satisfied with housing availability as well.

We conclude this section by making some comments:

1. Residents are the mostly interested in developing new restaurants, retail/commercial businesses, and research related industries.
2. The respondents are moderately satisfied with housing availability.

Police and Fire Departments

Residents were asked questions regarding their attitudes towards the West Lafayette Police Department and the West Lafayette Fire Department. They were asked to indicate whether the respective department adequately performs the following tasks:

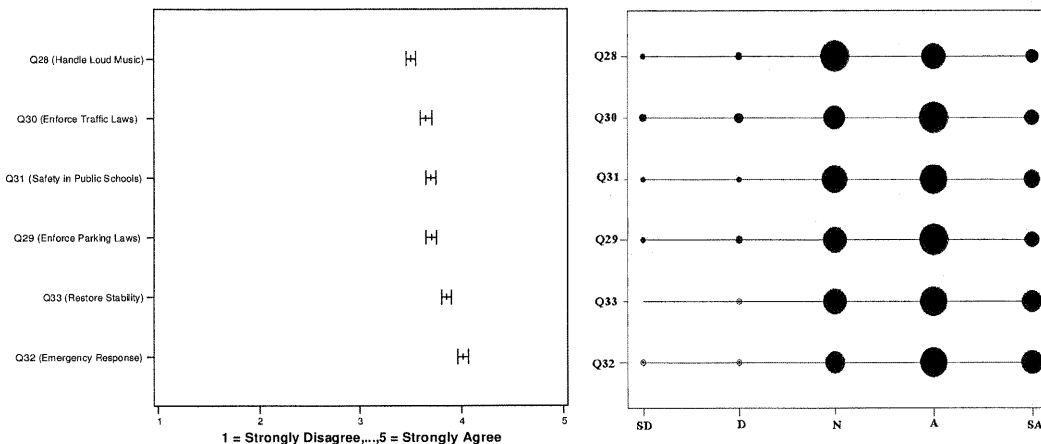
- Question 28: Handling complaints regarding loud noise or music (*police*).
- Question 29: Enforcing parking regulations (*police*).
- Question 30: Enforcing traffic regulations (*police*).
- Question 31: Promoting safety in public schools (*police*).
- Question 32: Responding quickly to emergency situations (*fire*).
- Question 33: Restoring a sense of stability during emergency situations (*fire*).

The results of these questions are summarized in Table 7 and Figure 8, with the responses being recorded on a scale of 1 for strongly disagree to 5 for strongly agree.

Table 7: Summary of responses to Police Department/Fire Department Questions

Questions	Percent for Response					Average Response	Standard Deviation
	1	2	3	4	5		
28	1	3	50	37	10	3.52	0.75
29	2	3	31	51	13	3.71	0.80
30	3	6	26	53	13	3.68	0.87
31	1	1	39	45	15	3.72	0.74
32	<1	<1	26	45	29	4.02	0.76
33	0	<1	35	42	23	3.87	0.76

Figure 8: Results for Police and Fire Department Questions



These results indicate that the respondents in general agree that the police and fire departments are performing their tasks adequately. We also note that the respondents agree the least with Question 28, which deals with how the police handle loud music; and agree the most with Question 32, which deals with how quickly the fire department responds to emergency situations.

We conclude this section by making some comments:

1. Residents seem to be satisfied with the performance of the police and fire departments.
2. The respondents seem to be the least satisfied with how the police handle loud music; however, only 4% think the police do an inadequate job at this.

Sanitation

Residents were asked questions regarding their attitudes towards the sanitation services. They were asked to indicate their feelings to the following statements:

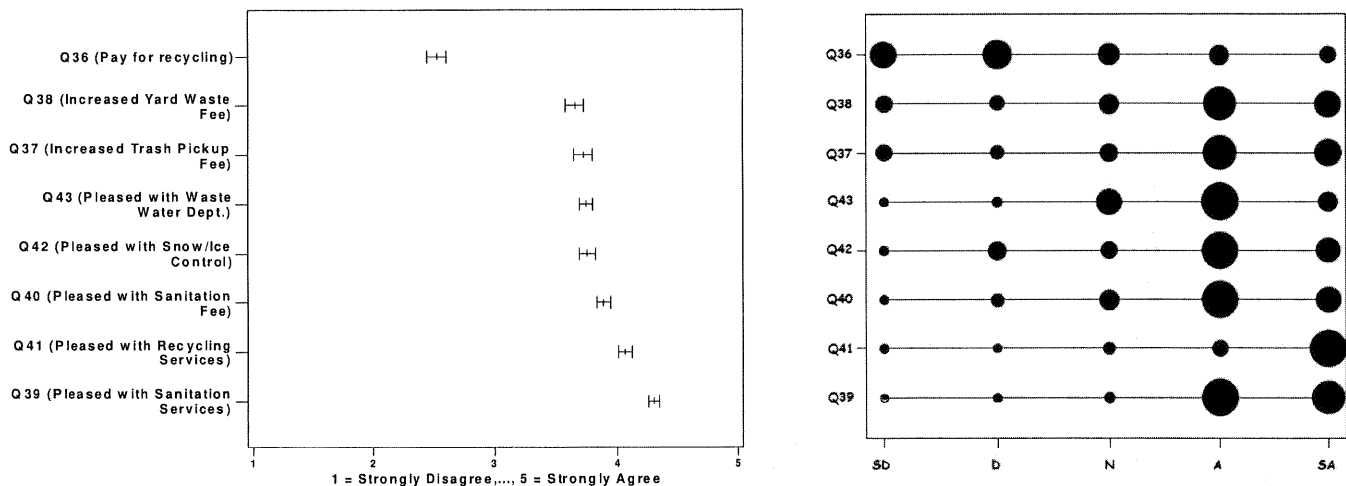
- Question 36: I would be willing to pay increased fees to begin weekly recycling.
 Question 37: I would be willing to pay increased fees to continue current trash pickup.
 Question 38: I would be willing to pay increased fees to continue current yard waste removal.
 Question 39: I am satisfied with the sanitation service.
 Question 40: I am satisfied with the sanitation fee.
 Question 41: I am satisfied with the current curb-side recycling services.
 Question 42: I am satisfied with snow and ice control.
 Question 43: I am satisfied with the Waste Water Department.

The results of these questions are summarized in Table 8 and Figure 9, with the responses being recorded on a scale of 1 for strongly disagree to 5 for strongly agree.

Table 8: Sanitation Services Responses

Questions	Percent for Response					Average Response	Standard Deviation
	1	2	3	4	5		
36	25	32	17	15	10	2.52	1.29
37	10	7	12	44	27	3.71	1.21
38	10	8	15	42	25	3.64	1.23
39	1	2	4	52	40	4.29	0.71
40	3	6	15	52	23	3.87	0.94
41	1	6	10	52	31	4.07	0.87
42	3	12	11	51	22	3.77	1.03
43	2	4	25	55	14	3.75	0.82

Figure 9: Results for Sanitation Services Questions



The results to questions 39 – 43 are fairly consistent among all demographic groups. However, the respondents showed no clear consensus about whether they would like to pay increased fees to continue current trash and yard waste removal. Below, Figure 10 and Figure 11 break down the willingness to pay increased fees by type of residence and age, respectively.

Figure 10: Association between Type of Residence and the Willingness to Pay Increased Fees

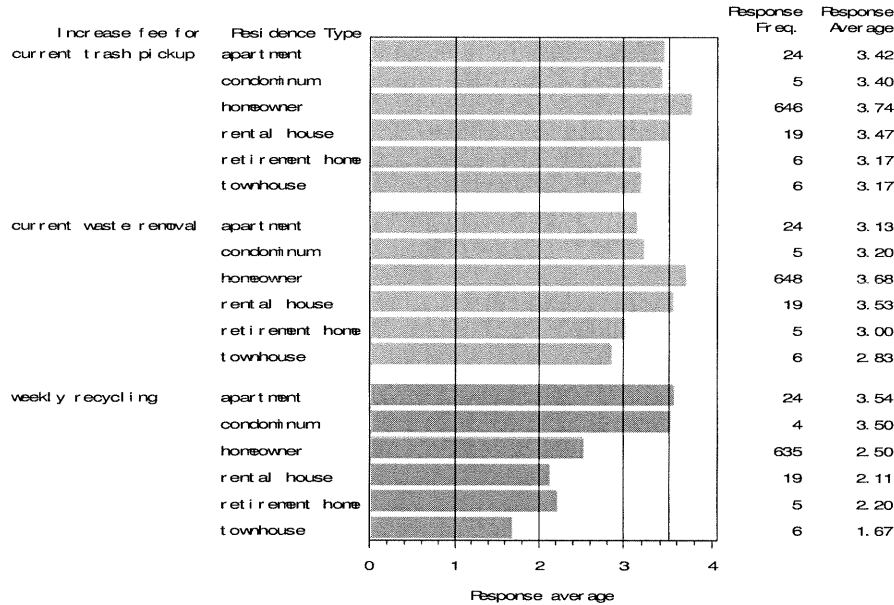
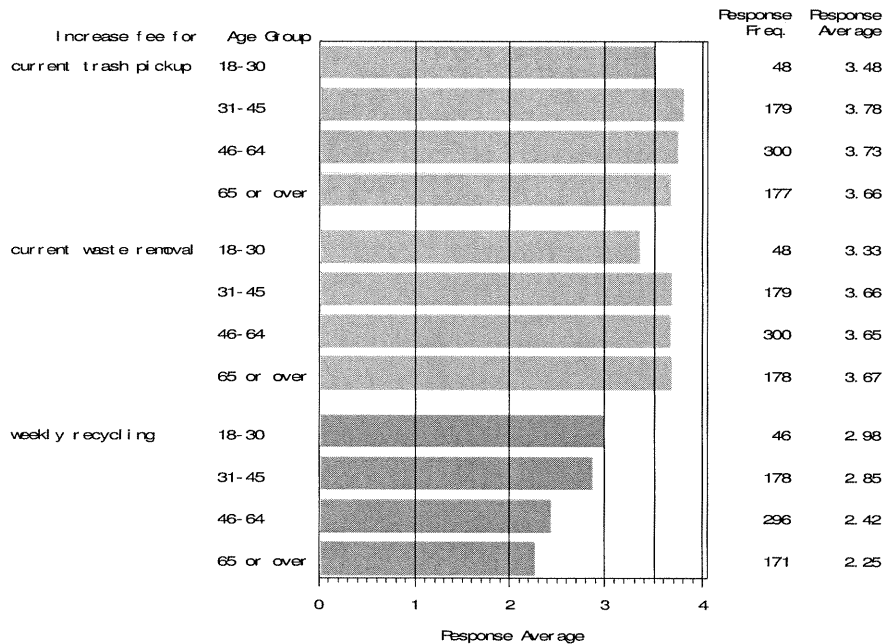


Figure 11: Association between Age and Satisfaction with Services



From these two figures, we can see that people in the age group greater than 30 years old are more willing to pay increased fees to continue yard waste removal than people younger than 30 years old. We can also see that homeowners and residents living in rental houses are more willing to pay increased fees to continue yard waste removal than other residence types.

Next, we take a look at the responses to Questions 39-42, broken down by age and type of residence. The results are displayed in Figures 12 and 13.

Figure 12: Association between Age and Satisfaction with Various Services

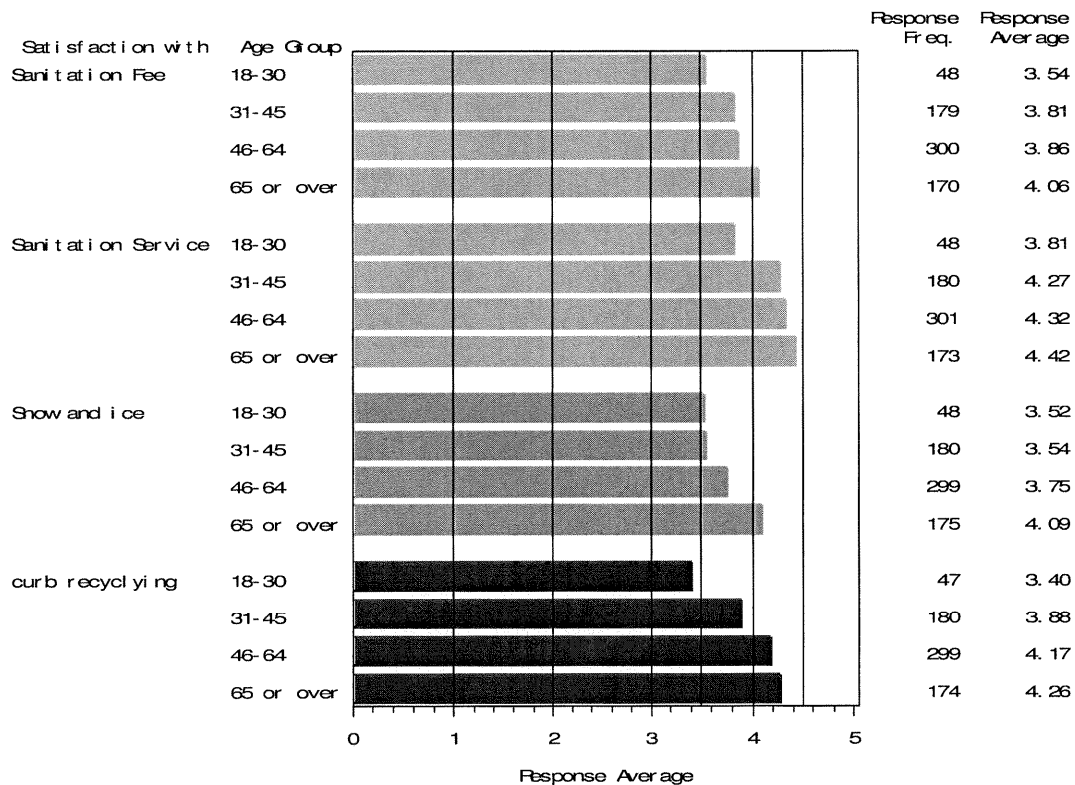
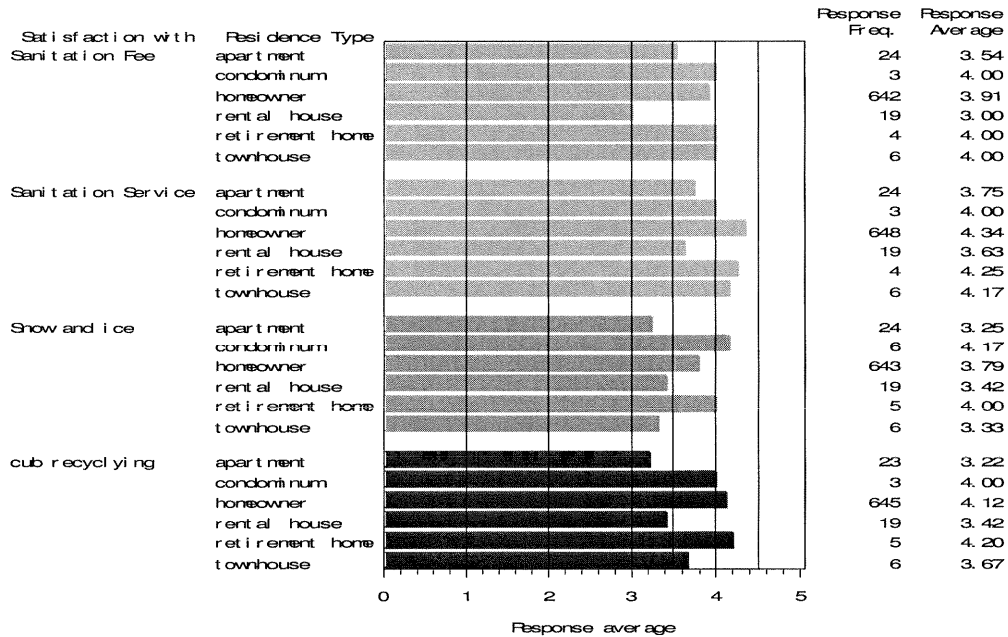


Figure 13: Association between Type of Residence and Satisfaction with Various Services



From these two figures, we can see that respondents who live in apartments and rental homes are the least satisfied with the sanitation fee, sanitation services, snow and ice control, and curb side recycling services. It is also apparent from these figures that satisfaction among the respondents increases with the age of the respondents.

We conclude this section by making some comments:

1. People in apartments and condominiums are more interested in more convenient recycling opportunities.
2. Respondents who live in apartments and rental homes are the least satisfied with the sanitation fee, sanitation services, snow and ice control, and curbside recycling.
3. Satisfaction with these services seems to increase with the age of the residents.

Traffic

Residents were asked questions regarding their attitudes towards the traffic conditions in West Lafayette. They were asked to indicate their feelings to the following statements:

Question 44: I am satisfied with the condition of West Lafayette streets.

Question 45: I am satisfied with the condition of West Lafayette sidewalks.

Question 46: I am satisfied with the connectivity of West Lafayette sidewalks.

Question 47: I am satisfied with West Lafayette traffic flow.

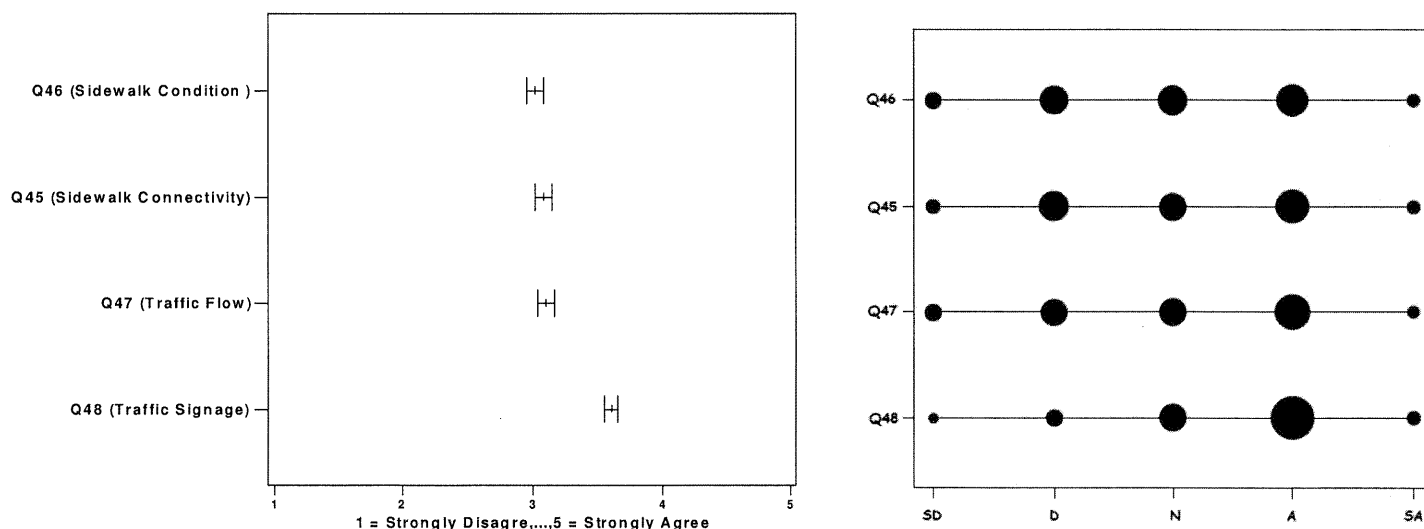
Question 48: I am satisfied with Traffic signage.

The results of these questions are summarized in Table 9 and Figure 14, with the responses being recorded on a scale of 1 for strongly disagree to 5 for strongly agree.

Table 9: Summary of responses to traffic questions

Questions	Percent of Responses					Average Response	Standard Deviation
	1	2	3	4	5		
44	2	4	25	55	14	3.75	.824
45	4	21	16	51	8	3.38	1.017
46	6	28	24	36	6	3.07	1.057
47	9	25	28	33	5	3.01	1.067
48	9	22	24	40	5	3.10	1.082

Figure 14: Error Bar Plot and Bubble Plot



Here, we can see that the respondents appear to be moderately satisfied with the condition of streets. In fact, only 6% of the sample appears to be unsatisfied. Approximately 60% are satisfied with the

condition of sidewalks, while 25% are not. The respondents had differing opinions towards the connectivity of sidewalks, traffic flow, and traffic signage. Also, we see that 38% of the respondents are satisfied with the traffic flow, while 34% are not. Finally, 45% of the sample is satisfied with the traffic signage and 31% are not.

We conclude this section by making some comments:

1. Respondents are moderately satisfied with the condition of the streets.
2. Approximately 25% of the respondents are not satisfied with the condition of the sidewalks.
3. Respondents were generally divided about the connectivity of sidewalks, traffic flow, and traffic signage.

City Hall Services

Questions 7, 9, 50 and 51 asked residents about the accessibility of City Hall, and information from City Hall. Questions 7 and 9 are multiple choices, with the choices listed below the question. Please note that several respondents chose multiple responses for question 9, and thus the frequencies do not sum up to the total number of respondents:

Question 7: How often do you use the City website?

- a) No internet access b) Never c) Fewer than 5 visits
d) Irregularly e) At least once a month f) At least once a week

Question 9: When is it most convenient for you to visit City Hall?

- a) 8:00 – 4:30 Monday – Friday (current hours) b) Evenings
c) Saturday mornings d) Online access

Question 50: I am satisfied with City Hall responses to my phone calls.

Question 51: I am satisfied with the accessibility of information regarding the cost and timing of city projects.

The results of these questions are summarized in Table 9 and Figure 15, with the responses being recorded on a scale of 1 for strongly disagree to 5 for strongly agree.

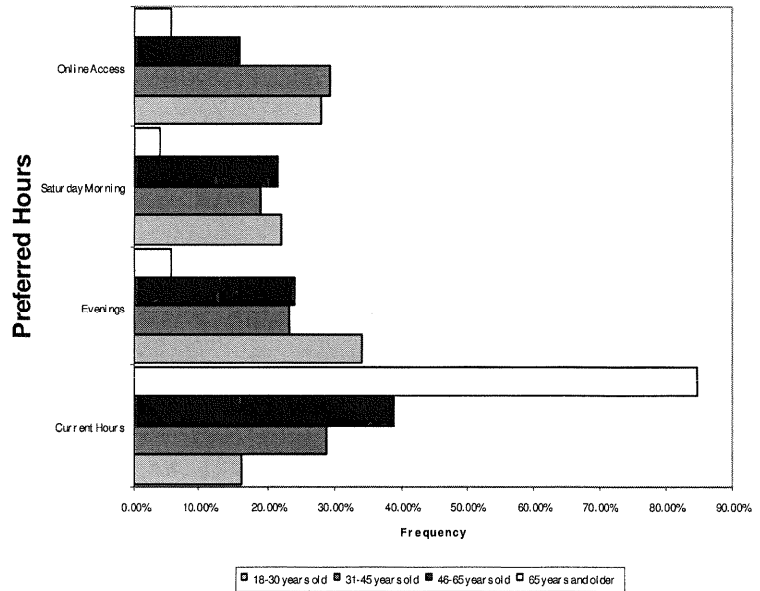
Table 10: Summary of responses

		Counts						Total
		a	b	c	d	e	f	
Question 7	Frequency	57	363	131	143	21	2	717
	Percent	7.95%	50.63%	18.27%	19.94%	2.93%	0.28%	100.00%
Question 9	Frequency	333	145	121	124	X	X	698
	Percent	46.06%	20.06%	16.74%	17.15%	X	X	104.01%

	Percent					Mean	Standard Deviation
	1	2	3	4	5		
Question 50	1	2	65	25	6	3.33	0.671
Question 51	4	11	56	25	4	3.14	0.814

Over half the survey respondents thought it would be more convenient to visit City Hall outside of its current hours. When separated by age, it is clear that residents over the age of 65 have a clear preference for the current hours of operation. Residents in other demographics had a slight preference for the current hours, but not nearly to the extent of those over the age of 65. Of the proposed additional hours, there was no clear preference for any of the three options, with residents being evenly split between all three choices.

Figure 15: Preferred Hours of Operation by Age



Most survey respondents with internet access have never been to the city website (55%). Of those who have visited the website, most are infrequent visitors, either having just looked it over (fewer than 5 visits) or visiting it irregularly. Less than 4% of survey respondents with internet access claim to have visited the website at least monthly.

Questions 50 and 51 both received very neutral responses, with over half the surveyed residents responding as such. This may indicate that most people have not tried to contact City Hall by phone, or tried to get information from City Hall. If that is the case, those individuals whose experiences lead them to a particular answer will be masked by the large number of people who do not have such experiences. Thus, other approaches such as comment cards or surveys targeting individuals who have recently called City Hall might be better suited to answering these questions.

We conclude this section by making some comments:

1. Residents aged 65 and older are the most satisfied with the City Hall's current hours of operation.
2. Residents are evenly split between the three alternatives to the City Hall's current hours of operation.
3. Most of the respondents either have never been to the city website or have seldom visited the website.
4. Most of the respondents have most likely never tried to contact the City Hall by phone.

Satisfaction with Quality of Life

Residents were asked a question regarding their satisfaction with the quality of life in West Lafayette. They were asked to indicate their feelings towards the following statement:

Question 25: The overall quality of life in West Lafayette is good.

The average response to this question is 4.27, with a standard deviation of 0.60. These figures indicate that the respondents generally agree that the overall quality of life in West Lafayette is good.

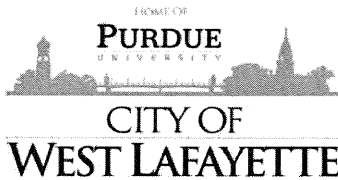
Comments section

At the conclusion of the survey, residents were asked for “Comments and suggestions on how we can improve our city.” This question was designed specifically to identify areas that may be in need of improvement. The comments are listed in their entirety in Appendix 2, where they are sorted into common categories. When reading the comments, please take note that since respondents are identifying potential areas of improvement, these comments will tend to be negative. Because they are open-ended remarks, they cannot be thoroughly analyzed statistically. Also, even though there are 387 comments, only a few of them refer to one particular question. Furthermore, given the negative attitude of most of these comments, keep in mind that they do not represent the entire sample, which, as we have seen above, tends to respond positively on average (i.e., between neutral and agree).

The most frequently mentioned issues in the comments can be grouped into the following categories:

1. Do not increase taxes and city spending. Those who commented on this issue do not seem to favor any increase of taxes; they would like the city to spend tax money with greater planning.
2. Beautify Sagamore Parkway by filling vacancies like the old Kmart on 52 and Salisbury; many consider crossing Sagamore Parkway dangerous and suggest building a pedestrian crosswalk.
3. Improve parking in the Levee and around schools. Residents would like to see more free parking at the Levee. Residents around the high school would like the city to prohibit students from parking in the nearby neighborhood.
4. Snow removal needs improvement. Snow removal should not be addressed to a lesser degree on weekends, and residents living in University Farm think their neighborhood is not plowed enough.
5. Those who commented on the West Lafayette Public Library seemed to be unhappy with its location, and they would like better access to information about city projects. Some respondents think the remodeling of the West Lafayette Public Library at the old site was a poor investment. They would like the city to release more information about ongoing city projects to the public so that residents can vote for or against them. Some residents favor the idea of having a library branch at the north side of the city.
6. Some respondents would like to see more upscale restaurants. They think West Lafayette has enough fast food restaurants but not enough upscale dining facilities.
7. Even though survey respondents in general were moderately pleased with street conditions, some comments said the city’s streets need improvement. Many streets have lines that need to be repainted, and they would like the city to resurface streets such as Cumberland Ave. and Kalberer Rd.
8. More sidewalks; more trails; more green space. As indicated in the survey results, many respondents favor the idea of having more landscaping in West Lafayette.
9. Stay at current bi-weekly recycling but try to improve the quality of the service. Many residents strongly favor keeping the current bi-weekly recycling schedule instead of paying increased fees to start a weekly recycling schedule.

Appendix 1: Survey



City Hall
609 West Navajo Street
West Lafayette, Indiana 47906-1995
Phone: 765-775-5100
Fax: 765-775-5248
www.city.west-lafayette.in.us

You have been selected to be one of 1500 participants in a survey conducted by the City of West Lafayette regarding services offered by the city. The results of this survey will be used to determine potential areas of improvement and expansion in city services. Please fill out this survey by circling your responses in the right hand column, and return the survey in the enclosed envelope by February 18, 2005. Your responses will be anonymous and confidential. Your participation is greatly appreciated.

1. What is your age? a) 18-30 b) 31-45 c) 46-64 d) 65 or over	a b c d
2. What is your gender?	Male Female
3. How long have you lived in West Lafayette? a) Less than 1 year b) 1-5 years c) 6-10 years d) 11-20 years e) 21 or more	a b c d e
4. Do you anticipate living in West Lafayette 5 years from now?	Yes No
5. What best describes your residence in West Lafayette? a) apartment b) townhouse c) rental house d) homeowner e) other (please specify) _____	a b c d
6. What is your yearly household income? a) less than \$10,000 b) \$10,000 – \$24,999 c) \$25,000 – \$49,999 d) \$50,000 – \$99,999 e) \$100,000 or more	a b c d e
7. How often do you use the city web site? a) No internet access b) Never, but I do have internet access c) Less than 5 visits d) Irregularly e) At least once a month f) At least once a week	a b c d e f
8. How often do you use the recycling drop off site? a) I have curbside recycling b) Never c) Less than 5 times total d) Irregularly e) At least once a month f) At least once a week	a b c d e f
9. When is it most convenient for you to visit City Hall? a) 8:00 – 4:30 Monday – Friday (current hours) b) Evenings c) Saturday mornings d) I prefer online access	a b c d

Please indicate your agreement with the following statements.

(SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA = Strongly Agree)

West Lafayette has adequate recreational programs and facilities for:	
10. Children (2-12 years old).	SD D N A SA
11. Young Adults (13-18 years old).	SD D N A SA
12. Adults (19 – 64 years old).	SD D N A SA
13. Seniors (65 or over).	SD D N A SA
West Lafayette should continue:	
14. Development of the trails network.	SD D N A SA
15. Preservation of wetlands and Celery Bog.	SD D N A SA
16. Planting trees along streets.	SD D N A SA
If the city were to build an indoor community recreation and aquatics center:	
17. I would be interested in such a facility.	SD D N A SA
18. I would be willing to pay for use of such a facility.	SD D N A SA
West Lafayette's building codes:	
19. Are well enforced.	SD D N A SA
20. Improve the overall appearance of the community.	SD D N A SA

West Lafayette's rental ordinance:	
21. Is well enforced.	SD D N A SA
22. Improves the overall appearance of the community.	SD D N A SA
I would like to see West Lafayette encourage economic growth by attracting:	
23. New restaurants.	SD D N A SA
24. New residents.	SD D N A SA
25. More office and professional businesses.	SD D N A SA
26. More research related industry.	SD D N A SA
27. More retail and commercial businesses.	SD D N A SA
The West Lafayette Police Department personnel adequately:	
28. Handle complaints regarding loud noise or music.	SD D N A SA
29. Enforce parking regulations.	SD D N A SA
30. Enforce traffic regulations.	SD D N A SA
31. Promote student safety in schools.	SD D N A SA
The West Lafayette Fire Department personnel adequately:	
32. Respond quickly to emergency situations.	SD D N A SA
33. Restore a sense of stability during emergency situations.	SD D N A SA
I would be willing to pay increased fees to:	
34. Continue current recreational activities.	SD D N A SA
35. Create new recreational activities.	SD D N A SA
36. Begin weekly recycling (est. \$2.00 / month).	SD D N A SA
37. Continue current trash pickup (est. \$1.00 / month).	SD D N A SA
38. Continue current yard waste removal (est. \$1.00 / month)	SD D N A SA
I am satisfied with:	
39. Sanitation (trash and yard waste pick up) service.	SD D N A SA
40. Sanitation (trash and yard waste pick up) fee.	SD D N A SA
41. Current curb-side recycling services.	SD D N A SA
42. Snow and ice control.	SD D N A SA
43. The service of the Waste Water Department.	SD D N A SA
44. The condition of West Lafayette streets.	SD D N A SA
45. The condition of West Lafayette sidewalks.	SD D N A SA
46. The connectivity of West Lafayette sidewalks.	SD D N A SA
47. West Lafayette traffic flow.	SD D N A SA
48. Traffic signage.	SD D N A SA
49. Housing availability.	SD D N A SA
50. City Hall responses to my phone calls.	SD D N A SA
51. The accessibility of information regarding the cost and timing of city projects.	SD D N A SA
52. The overall quality of life in West Lafayette is good.	SD D N A SA
Comments or suggestions on how we can improve our city:	
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